

Statistics

Population (2003)

Oklahoma:	2,215,263	metro	(0.9% of total U.S. metro)
	<u>1,296,269</u>	non-metro	(2.6% of total U.S. non-metro)
	3,511,532	total	

United States:	241,395,996	metro
	<u>49,413,781</u>	non-metro
	290,809,777	total

Farm-Related Employment (2000)

Oklahoma:	369,590 jobs	(18.8% of total Oklahoma employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Oklahoma:	83,3000	(3.9% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Oklahoma:	404 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Oklahoma:	\$4.5 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #17

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Cattle and calves	1,872,439	4.9
Hogs	378,140	3.9
Broilers	342,210	2.5
Wheat	314,012	5.7
Dairy products	172,800	0.8

Market Value of Agricultural Products Sold Directly to Consumers (2002)

Oklahoma: \$3.7 million
United States: \$812.2 million

Farmers Markets (2004)

Oklahoma: 35
United States: 3,617

Market Value of Certified Organic Commodities (2002*)

Oklahoma: \$12,000
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Oklahoma: 3,922 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Oklahoma: 1
Total: 96

Marketing Products and Services

Specific to Oklahoma

Direct Farm Marketing Conference

AMS staff participated in two discussions on farmers market programs during the Supermarket of Ideas conference, sponsored by the Oklahoma Department of Agriculture, Food and Forestry, and the Kerr Center for Sustainable Agriculture, held in Norman in November 2002.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$69,500 was awarded to the Oklahoma Department of Agriculture, Food and Forestry, in cooperation with the Oklahoma Wheat Commission, Oklahoma State University and the Oklahoma Wheat Growers Association, to analyze wheat quality data on a regional basis, and expand an Oklahoma-based electronic grain marketing system to other wheat-growing states in the region.
- In 2000, \$80,000 was awarded to examine marketing practices at current and former farmers markets in Oklahoma and evaluate the economic and non-economic factors that appear to impede or contribute to the financial success of farmers market operations.

Regional Interest

Oklahoma Participates in Food Policy Conference

Oklahoma participated in the third annual Iowa Food Policy Conference at Drake University in Des Moines, IA, in September 2004. The theme of the conference was *The Role of Farmers Markets in America's Food System*. The conference consisted of workshops, panel discussions, and reports presented by representatives of a multi-state partnership, to provide consultation, training, and information for traditionally underserved farmers, with a focus on producers of specialty crops. The conference was sponsored by USDA's AMS and Risk Management Agencies. Other participants were from Arizona, Illinois, Iowa, Kansas, Minnesota, New Mexico, North Carolina, Oregon, Utah, and Washington.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.